

Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes. The lines are thin and intersect to create a complex, layered pattern.

EXPERIENCE DESIGN INTERVENTION ARTIFACT

Jessica Healey, Lucia Lobo, Ashley Kromah, Sahil Kumar

November 9, 2021

OUR INTERVENTION

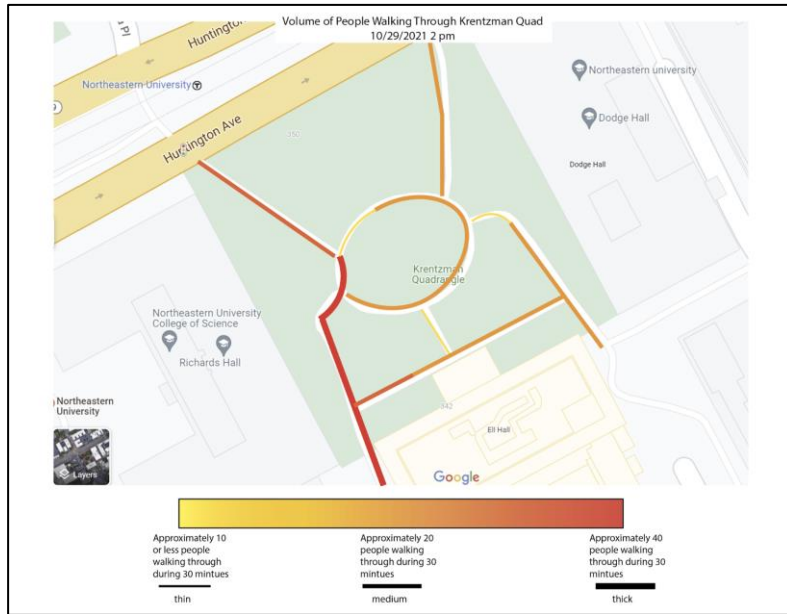
Our goal was to make an intervention that would increase interaction between students in Krentzman Quad and ultimately make the experience being there more valuable. Krentzman is the original quad of the school and we wanted to make the space a more significant part of every student's Northeastern experience.

To accomplish these goals, we designed an intervention involving a structure that contains notes that would sit along the large green circle in Krentzman. Those who walk up to the exhibit can leave notes for others to read and take notes to read. The concept was inspired by "Take a book, leave a book" boxes placed around cities.

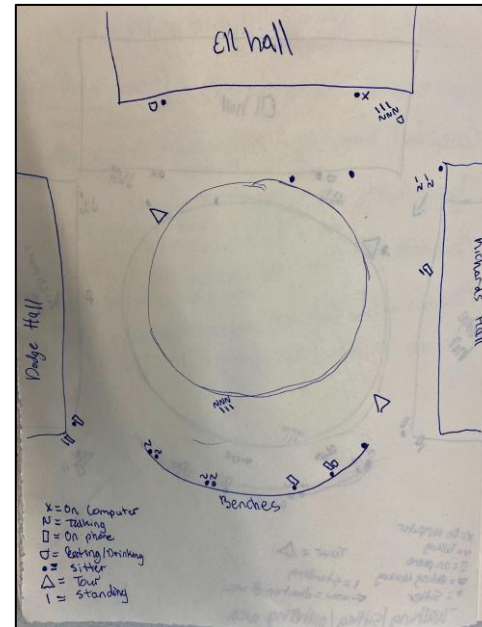


OUR AUDIENCE

After spending time interviewing people in Krentzman, we found that most of them were simply students passing by to get to their classes. Since these students are in a hurry, one of our main goals was to keep the intervention brief. Additionally, the students don't know each other so we designed our intervention to allow for anonymous interaction between strangers.



Map 1



Map 2



“Bought a burrito and didn’t want to eat it in Snell because it’s busy, Doesn’t usually stop in Krentzman (just passes through) but thinks it’s very beautiful, Enjoys the open atmosphere and large grassy space but thinks that more can be done with the open area.”

-Student

KEY FEATURES OF FIRST ITERATION

- Looked like a blank canvas -> inviting
- Colorful sign to grab attention
- Only instruction is "leave a sticky note / take a sticky note" so people are free to write whatever they wish
- Stuck a few initial sticky notes so people wouldn't be pressured about being first



REFLECTION

WHAT ARE EFFECTIVE METHODS FOR OBSERVING AND DOCUMENTING ACTIVITY AND INTERACTION BETWEEN PEOPLE AND GROUPS?

Reflecting on our experience observing and documenting activity and interaction between people, we learned how to collect data for our specific audience passing through Krentzman. We started our research talking to people sitting or walking through Krentzman. Having a physical interaction with your audience like surveying, is an effective way to design an experience specified for your audience.

Based on our research and exchanges with our audience we realized that depending on the day and time, the space can either be hectic or quiet. In order for us to see how our iterations would work in all scenarios, we observed them for a few hours each. The time we took to observe our two iterations from afar gave us a better understanding on how we could make the experience for our audience better. Also, we used a camera to document user's experiences. Through our camera footage we got to see what size groups interacted with our project and their reactions to the comments left on our prototypes.

REFLECTION

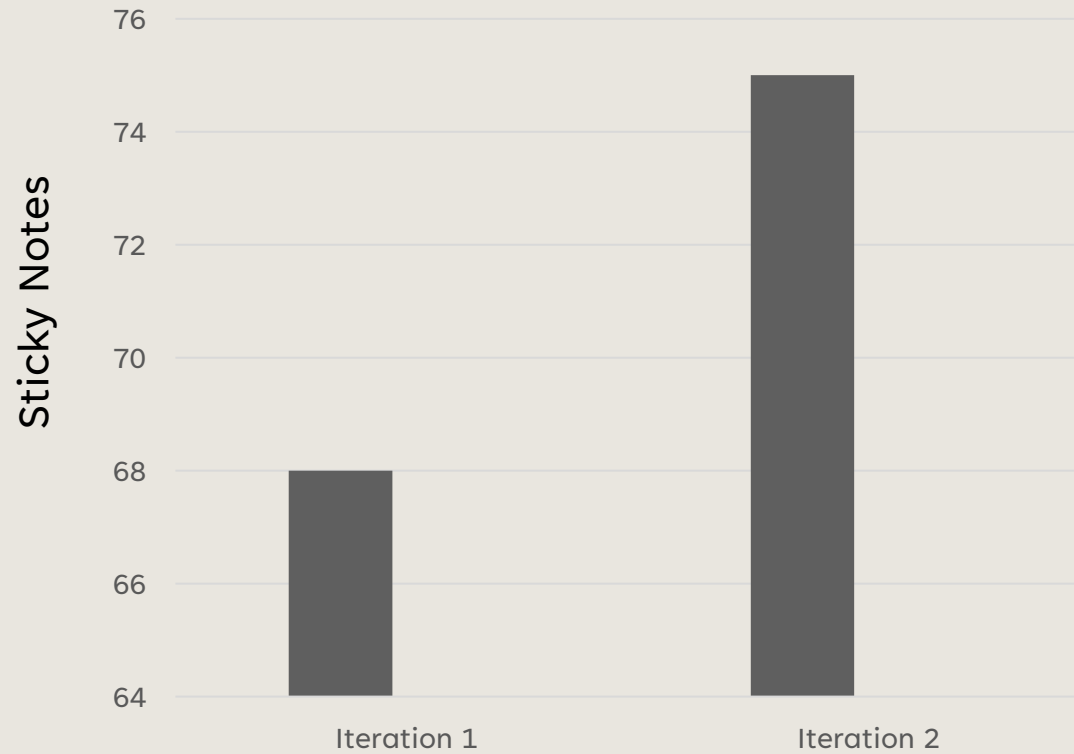
Observing their reactions, students were excited and intrigued by the activity! People were leaving messages for friends, hugging, and overall smiling. We believe that we accomplished our main goal of bringing students together and adding a bit of a connection to the area as they pass through without stopping them for too long.

WHAT DESIGN AND NARRATIVE STRATEGIES EXIST TO HELP IN THE DESIGN OF NON-TEXTUAL INTERFACES? IN OTHER WORDS, HOW DO YOU SHOW, AND NOT TELL, BEHAVIORAL PROMPTS? WHAT ACTS AS THE INVITATION TO YOUR EXPERIENCE? HOW IS THE AUDIENCE GIVEN AGENCY TO RESPOND TO YOUR PROMPTS?

For both iterations, the invitation to our experience was the colorful sign with large letters that said "Come Up! Take a Note, Leave One." For the second iteration, the aesthetic design of the structure was also an invitation for people to come up and interact.

The instructions are very open-ended, which gives the audience freedom to write whatever they wish. Since the goal is to get students to interact with other students, we thought it'd be best to let people say whatever was on their mind and just be themselves. Rather than directly telling our audience to interact with strangers, we're simply allowing them to leave a piece of their thoughts and take someone else's thoughts with them.

ITERATION 1 VS. ITERATION 2



Iteration 1 – Saturday (a weekend)
6 hours

Iteration 2 – Monday (weekday)
5 hours


HOW WILL YOU ITERATE ON THE EXPERIENCE NEXT?

- A permanent fixture (one that doesn't have to be set up and taken down)
- A more durable material than sticky notes
- Multiple locations across campus
- A digital aspect/something like a kiosk (for increased publicity or participation, or offering a more durable structure for weather and environment)

Remember
to take care
of yourself!

GRATEFUL
♡

Good
things will
happen 😊

Pet a
dog 😊


Go cheer
Huskies
tonight @
Matthews

You'll do
great,
bestie

THANK YOU!